



NEW HORIZON COLLEGE MARATHALLI

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Accredited by NAAC with 'A' Grade



Rural Entrepreneur Development Cell

Date: 25th August 2026

Timings: 9:00 A.M onwards

Title of the Event: Chiguru '26 “Something Soulful is Sprouting”

Target Audience: 1st Sem , 3rd Sem and 5th Sem Students of BBA, B. Com and BCA.

Venue: Indoor Stadium, Amar Jawan Block New Horizon College, Marathahalli

Organised by: Rural Entrepreneur Development Cell (REDC)

Cell Head: Ms. Sowmya H L

Coordinators: Ms. Chythanya K, Ms. Shambhavi Bhat, Ms. Surabhi Jain

Student Coordinators: Blessy Keerthana A (Student Head), Darshan N (Student Sub Head), along with 15 Student Coordinators

About the Session / Event

Chiguru '26 was an experiential rural entrepreneurship event organised by the Rural Entrepreneur Development Cell (REDC).

Chief Guest of the Event: Mr. Manjunath PB, Associate – Data Analyst (Product Enablement), Omnicom Global Solutions (OGS)

Objectives of Chiguru '26

- To create awareness among students about rural entrepreneurship, rural resources, and untapped local opportunities.
- To develop core entrepreneurial skills — creativity, strategic thinking, decision-making, and resource management.
- To help students recognise the economic and social potential of rural communities and local markets.
- To foster teamwork, leadership, and communication through interactive, team-based activities.
- To offer a practical, experiential learning platform that goes beyond the conventional classroom.
- To build sustainable thinking through activities rooted in agriculture, water, energy, and waste management.
- To make rural entrepreneurship engaging and accessible to young minds through games and real-time simulations.

Brief Description of the Event

The event commenced with a formal inauguration, followed by an introduction to the theme, objectives, rounds, and rules. Participants were organised into teams and progressed through four interactive rounds, with each round designed to develop a specific set of entrepreneurial and practical skills.

The first round, Samyojana – “Select • Strategize • Score,” was a seed-pouch throwing challenge in which teams had to strategically allocate their limited seed pouches among near, middle, and far baskets with different point values. The round focused on resource allocation, calculated risk-taking, planning, and decision-making.

The second round, Sanchaya – “Save • Shift • Sustain,” was a water-conservation and transportation challenge inspired by rural agricultural practices. Teams had to transfer a fixed quantity of water from a village well to a field through a human chain while minimising wastage. This highlighted resource efficiency, conservation, teamwork, coordination, and problem-solving.

The third round, Sampada Siddhi – “Spend • Sell • Succeed,” was based on a rural Haat or local market. Teams were given a limited starting capital and a short period to observe and memorise product prices and conditions. After the market information was removed, teams had to strategically decide what to purchase and calculate the potential profit. This round tested memory, financial decision-making, capital management, cost-revenue understanding, and entrepreneurial judgement. It also served as an elimination round, with the top five teams advancing to the finale.

The final round, Sangama – “Search • Solve • Succeed,” was a village-building puzzle challenge. Finalist teams received incomplete village maps and indirect clues leading them to different zones. They had to decode the clues, locate and collect their missing puzzle pieces, and return to assemble the complete village map within the given time. The finale emphasised teamwork, communication, critical thinking, observation, adaptability, problem-solving, and understanding of interconnected rural systems.

The event concluded with the completion of the final challenge, evaluation of the teams, and recognition of the winners along with distribution of certificates. Overall, Chiguru '26 combined rural themes, entrepreneurship, competition, teamwork, and experiential learning to create an engaging platform through which participants could understand practical aspects of resource management, markets, decision-making, and rural development.

Outcome of the Session

Chiguru '26 saw enthusiastic participation from 57 teams across BBA, B. Com, and BCA, reflecting strong student interest in experiential, rural-themed entrepreneurship learning. The event effectively translated abstract concepts of resource management, decision-making, and market strategy into hands-on, competitive challenges.

Following the first two rounds, Sampada Siddhi served as the elimination round, with team performance evaluated on accumulated scores across all three preceding rounds — narrowing the field from 57 teams to the top 5 finalist teams. These finalists went on to compete in Sangama, the concluding puzzle-based village-building challenge, from which the 1st, 2nd, and 3rd place winners were determined. The event concluded with felicitation of the winning teams and distribution of certificates to all participants, leaving students with a practical understanding of rural entrepreneurship, teamwork, and strategic thinking.

Event Glimpses



Round 1 – Samyojana



Round 2 – Sanchaya



Round 3 – Sampada Siddhi



Round 4 – Sangama



1st Place Winners



2nd Place Winners



3rd Place Winners



Appreciation for the Chief Guest



RED CELL Student Coordinators

HoD of B. Com
Ms. Kampa Belliappa

HoD of BBA
Ms. Sunitha.S

Faculty Cell Head
Ms. Sowmya H L

Faculty Coordinators
Ms. Chythanya K
Ms. Shambhavi Bhat
Ms. Surabhi Jain

Student Coordinators
Blessy Keerthana. A
Darshan. N